



# USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/25 thru 07/31.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 25, 2008

## NATIONAL SUMMARY

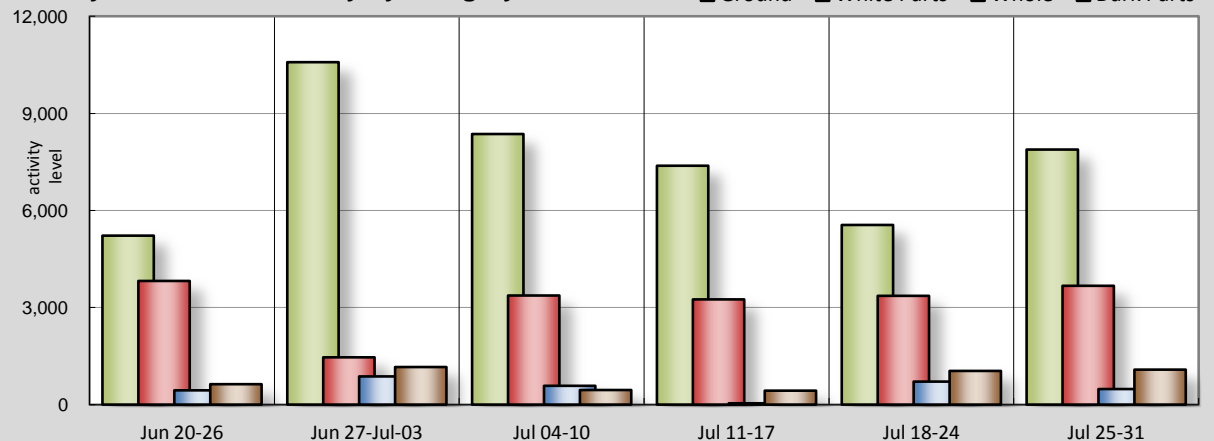
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	38.6% of 18,000 outlets		46.5% of 18,000 outlets		39.8% of 17,000 outlets	
Special Rate <sup>4/</sup>	2.4%		14.2%		7.2%	
Activity Index <sup>2/</sup>	13,840		11,730		10,050	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	40	1.49	20	1.34	10	1.18
" - Toms	40	1.49	10	1.29		
Frozen - Hens	200	0.80	470	0.84	220	0.70
" - Toms	200	0.80	210	0.79	210	0.69
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh					50	2.13
Frozen	1,530	1.65	380	1.57	390	1.56
<b>Hotel Style</b>						
Fresh						
Frozen						
<b>Split, bone-in</b>						
Fresh	40	2.69	10	2.49		
Rotisserie	390	7.61	770	7.35	580	7.34
<b>Boneless, whole</b>						
Cutlets	740	4.58	640	4.71	1,080	4.24
Cutlets, thin sliced	80	3.99	210	5.34		
Strips			140	5.45	50	4.10
Tenders	570	4.27	1,000	4.39	580	3.98
Marinated Tenders	700	3.61	970	3.73	810	3.88
<b>GROUND TURKEY:</b>						
Drumsticks	290	1.46	520	1.49	80	1.37
Thighs	130	1.69			20	1.37
Wings	210	1.38	520	1.49	80	1.37
Necks	10	1.39				
Smoked Drumsticks	150	1.63			10	2.49
Smoked Wings	150	1.63			30	1.82
Smoked Necks	140	1.58				
Patties	1,320	2.82	460	2.39	580	2.71
Sausage	2,250	2.63	1,940	2.61	1,000	2.57
85% lean	810	1.82	610	1.92	1,160	1.86
93% lean	2,010	2.30	1,300	2.19	1,730	2.31
Breast	1,490	4.31	1,240	4.15	930	3.93
Rolls (frsh/frz 1 lb.)	30	1.42	100	1.66	240	1.01

Note: rolls not included in ground fresh ground turkey total and weighted average.

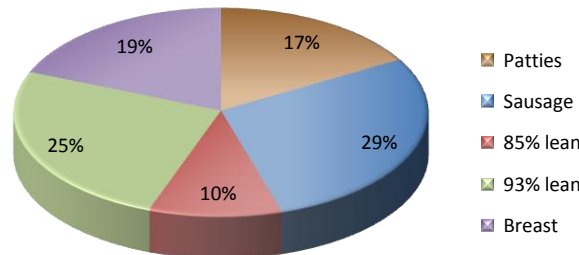
## This Week's Turkey Feature Highlights

Fewer stores feature turkey this week, but the stores featuring turkey tend to offer multiple items. Whole turkey ads slow, prices are higher on fresh turkeys, lower on frozen hens, slightly higher on frozen toms. White parts are more popular this week. Frozen bone-in breasts are widely offered in the Eastern and Central regions, lightly offered in the West. Prices are in a wide range but the average price is higher. Rotisserie ads retreat and prices are higher. Boneless white meats are less available. Feature prices trend higher on boneless breast, lower on the balance. Dark parts are popular in the Eastern and Central regions and a full range of products is offered. Ground turkey is a popular choice heading into the end of the month. Sausage and 93% lean are the most active. Prices trend higher on every grind except the 85% lean. Back to school ads are popping up in areas, heralding the end of summer vacation.

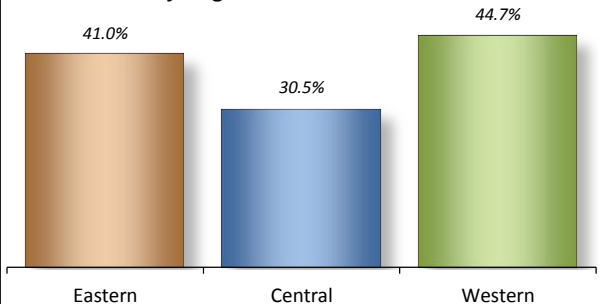
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Feature Rate by Region






All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	<b>EASTERN U.S.</b> (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 			<b>CENTRAL U.S.</b> (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI) 			<b>WESTERN U.S.</b> (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY) 		
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	<b>41.0% of 8,100 sampled outlets</b> <b>1.5% of stores w/ no-price promotions</b> <b>Activity Index = 7,550</b>			<b>30.5% of 5,650 sampled outlets</b> <b>5.6% of stores w/ no-price promotions</b> <b>Activity Index = 2,400</b>			<b>44.7% of 4,250 sampled outlets</b> <b>0.0% of stores w/ no-price promotions</b> <b>Activity Index = 3,860</b>		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens				1.49	10    1.49		1.49	30    1.49	
" - Toms				1.49	10    1.49		1.49	30    1.49	
Frozen - Hens	0.79	180    0.79		0.79 - 1.00	20    0.91				
" - Toms	0.79	180    0.79		0.79 - 1.00	20    0.91				
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.69	570    1.58		1.29 - 2.29	870    1.69		1.69 - 1.99	90    1.73	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.69	40    2.69							
Rotisserie	5.99 - 7.99	310    7.95		6.29	80    6.29				
Boneless, whole	3.99	10    3.99					4.39	310    4.39	
Cutlets	3.99 - 4.59	430    4.28					4.99	310    4.99	
Cutlets, thin sliced	3.99	80    3.99							
Strips									
Tenders	3.99 - 4.79	130    4.26					3.99 - 4.39	440    4.27	
Marinated Tenders	3.19 - 4.28	360    3.78		3.73	20    3.73		3.19 - 3.46	320    3.40	
Drumsticks	1.39 - 1.79	220    1.50		1.19 - 1.79	70    1.32				
Thighs	1.89 - 1.99	70    1.97		1.19 - 1.99	60    1.36				
Wings	1.39 - 1.69	160    1.42		1.19 - 1.39	50    1.22				
Necks				1.39	10    1.39				
Smoked Drumsticks	1.49 - 1.59	140    1.58		2.29	10    2.29				
Smoked Wings	1.49 - 1.59	140    1.58		2.29	10    2.29				
Smoked Necks	1.49 - 1.59	140    1.58							
<b>GROUND TURKEY:</b>									
Patties	2.49 - 3.00	580    2.77		1.99 - 2.50	280    2.09		3.00 - 3.50	460    3.35	
Sausage	2.22 - 3.50	1,240    2.67		2.22 - 2.50	420    2.48		2.05 - 2.80	590    2.63	
85% lean	0.99 - 3.00	520    1.91		1.65 - 1.67	290    1.66				
93% lean	1.91 - 3.19	1,490    2.27		1.66 - 2.50	150    2.21		2.00 - 2.92	370    2.46	
Breast (99-100% lean)	3.84 - 4.74	560    4.08		3.98 - 3.99	20    3.99		3.99 - 4.79	910    4.47	
Rolls (frsh/frz 1 lb.)				1.39 - 1.50	30    1.42				